



GODBE RESEARCH  
Gain Insight

**City of Los Altos:**  
Highlights of Community Priorities and Potential Revenue  
Measure Feasibility Survey  
April 2023

The City of Los Altos commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the public's satisfaction with the quality of life, as well as perceptions of the City's provision of services and effective management of taxpayer funds;
- Gauge opinion on the future direction of the economy;
- Assess hypothetical support for a parcel tax measure or UUT measure to improve public safety services and facilities with funding that cannot be taken by the State;
- Identify respondent priorities;
- Test the influence of informational and critical statements on potential support; and
- Identify demographic and/or voter behavioral characteristics to validate the representativeness of the sample.

# Methodology Overview

- Data Collection Landline (39), cell (64), text to online (286), and email to online (18) interviewing
- Universe 19,473 likely November 2024 voters
- Fielding Dates March 22 through March 30, 2023
- Interview Length 21 minutes
- Sample Size n=407
- Margin of Error  $\pm 4.81\%$  Likely November 2024 voters (March 2024 subset  $\pm 5.46\%$ )

The data have been weighted to reflect the actual population characteristics of likely voters in the City of Los Altos in terms of their gender, age, and political party type.

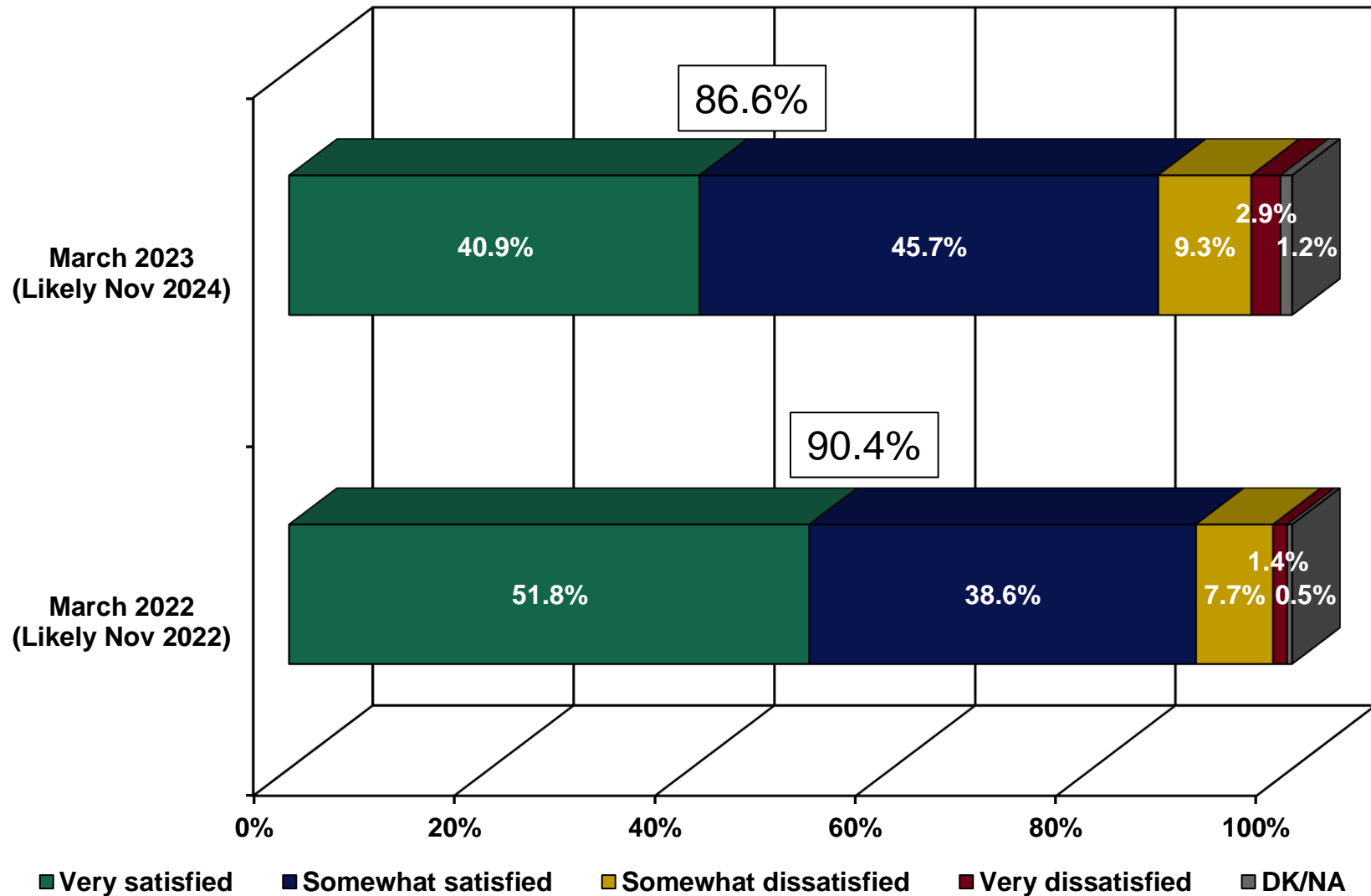


GODBE RESEARCH  
Gain Insight

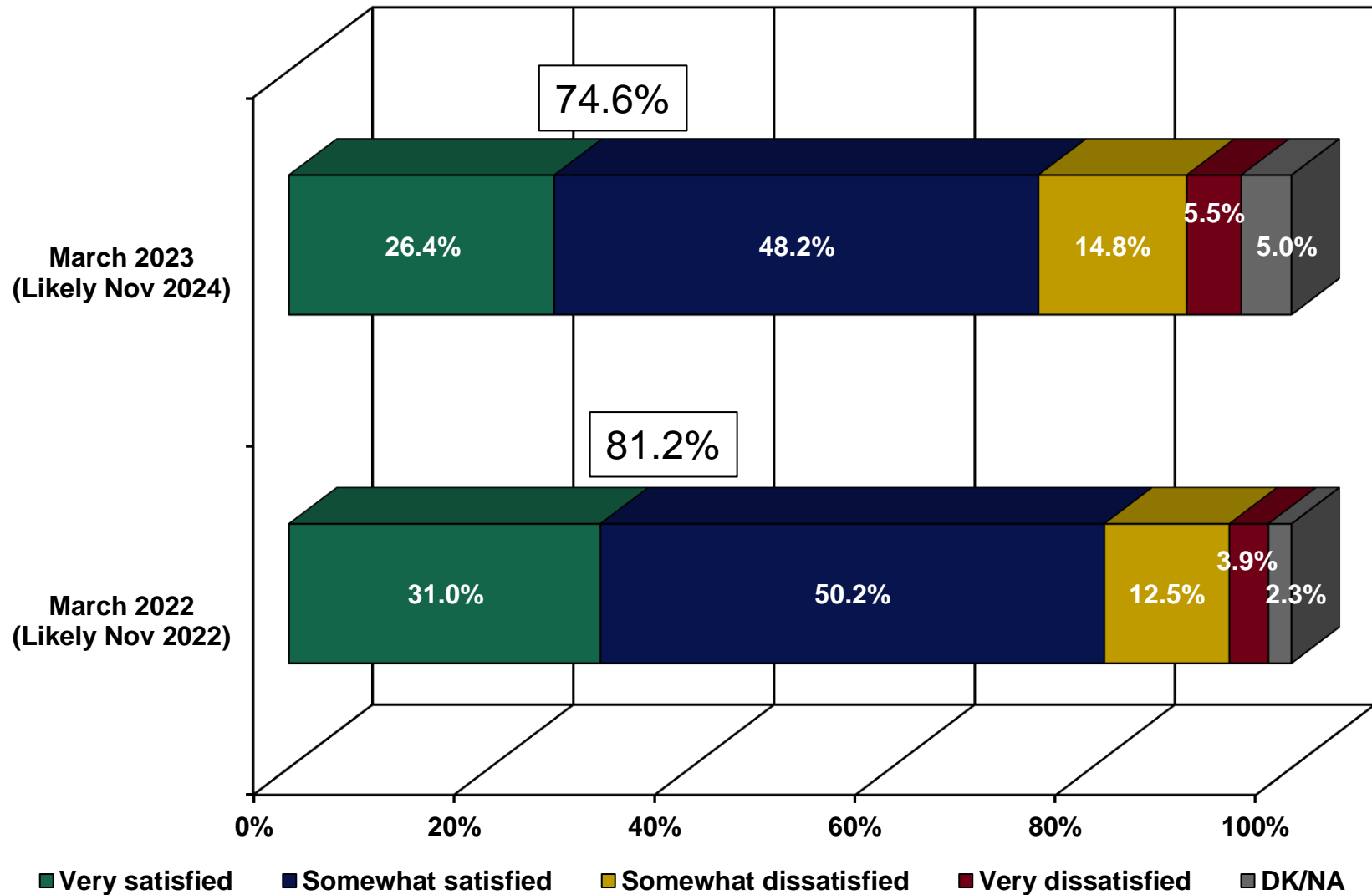


## Key Findings

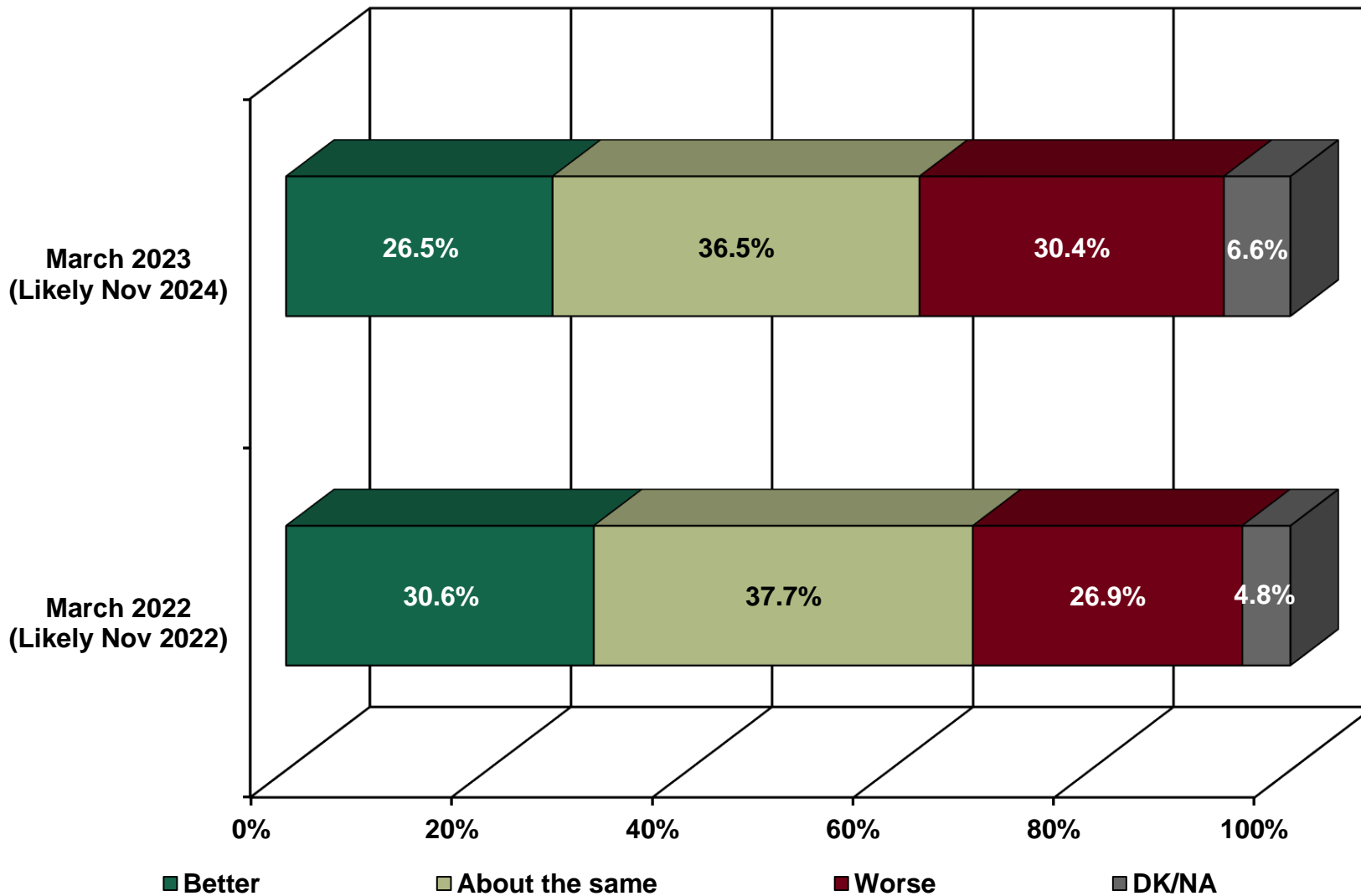
# Satisfaction With Overall Quality of Life in the City



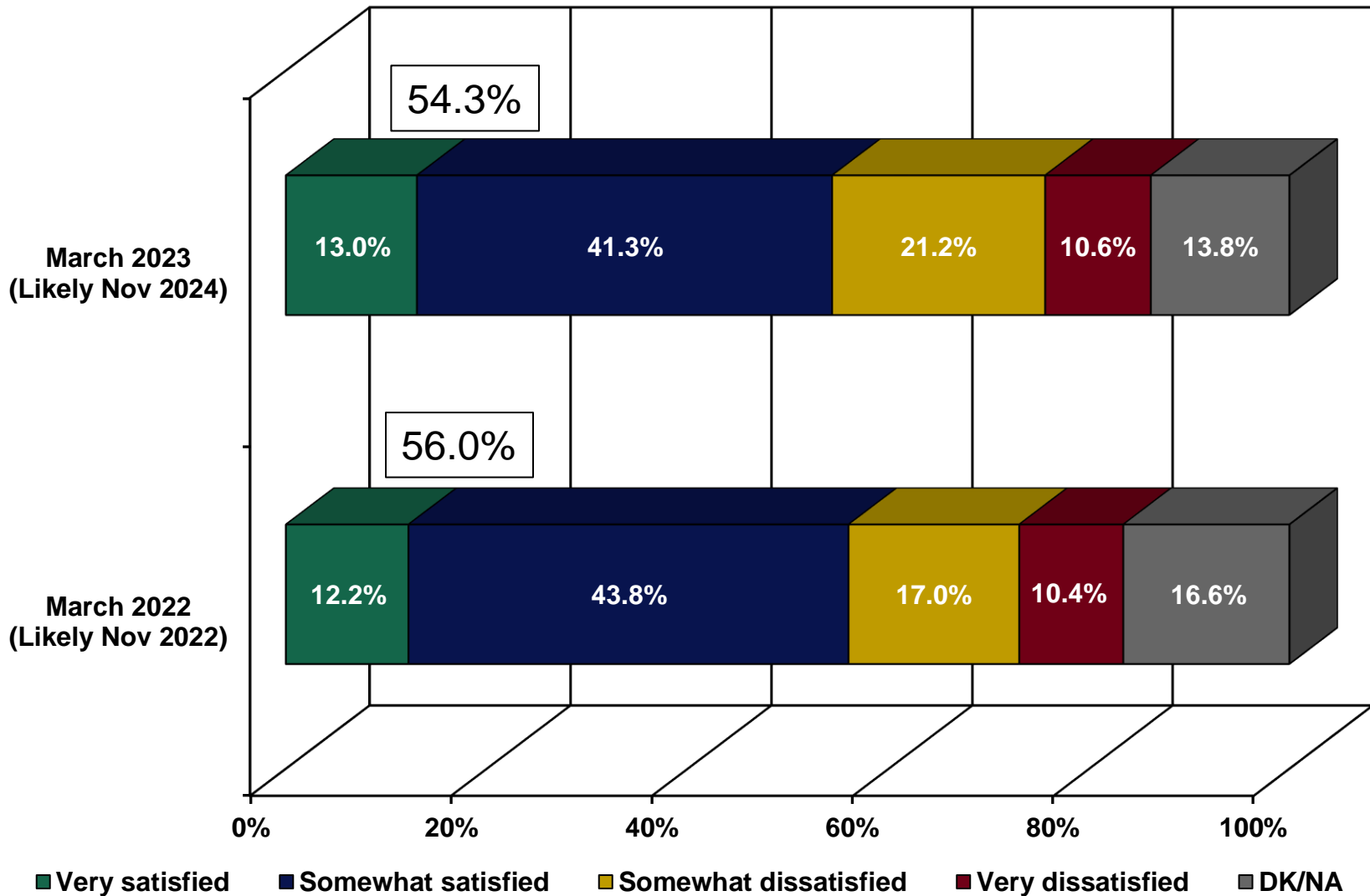
# Satisfaction With Provision of City Services



# Opinion on Future Direction of Economy



# Satisfaction With the City's Spending of Public Funds







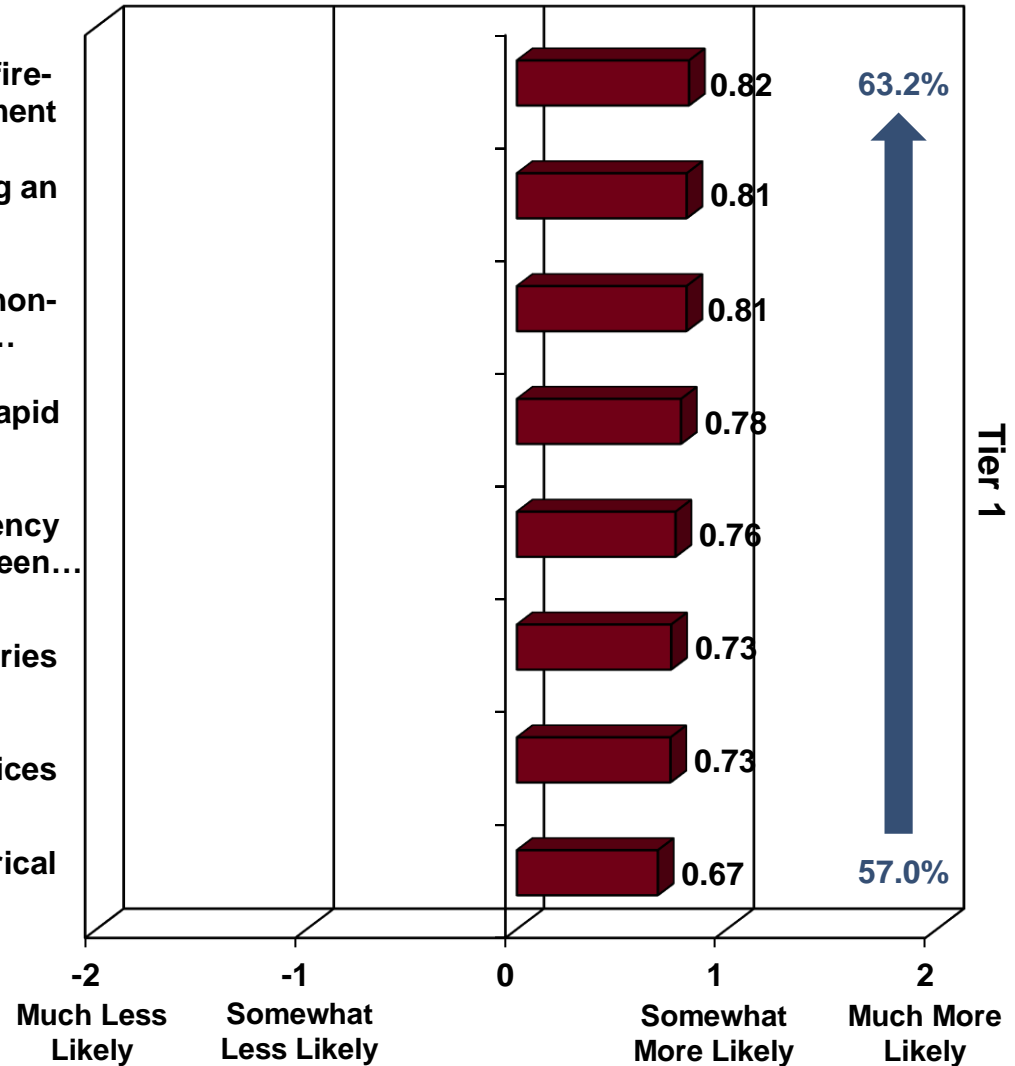
GODBE RESEARCH  
Gain Insight



## Respondent Priorities

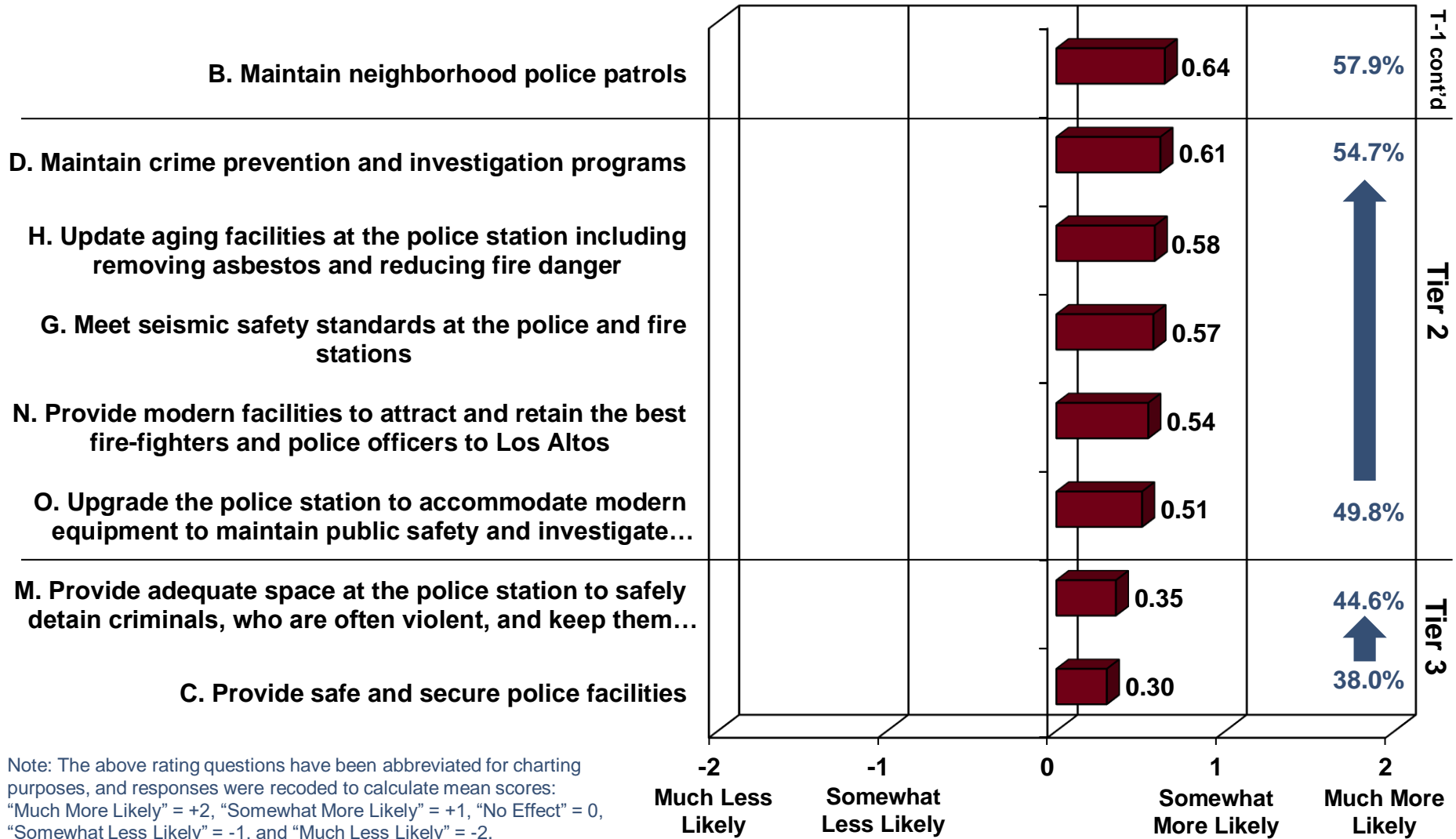
# Respondent Priorities I

- L. Upgrade fire stations to accommodate modern fire-fighting and life-saving emergency medical equipment**
- A. Update fire stations to ensure operations during an emergency**
- I. Provide a police mental health response team for non-violent 911 calls, including suicide prevention,...**
- K. Upgrade police and fire stations to ensure rapid emergency response times**
- J. Provide a modern and earthquake safe emergency dispatch center to ensure communications between...**
- P. Provide technology to prevent burglaries**
- E. Maintain fire protection services**
- F. Repair failing fire station roofs, and HVAC and electrical systems**



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

# Respondent Priorities II



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.



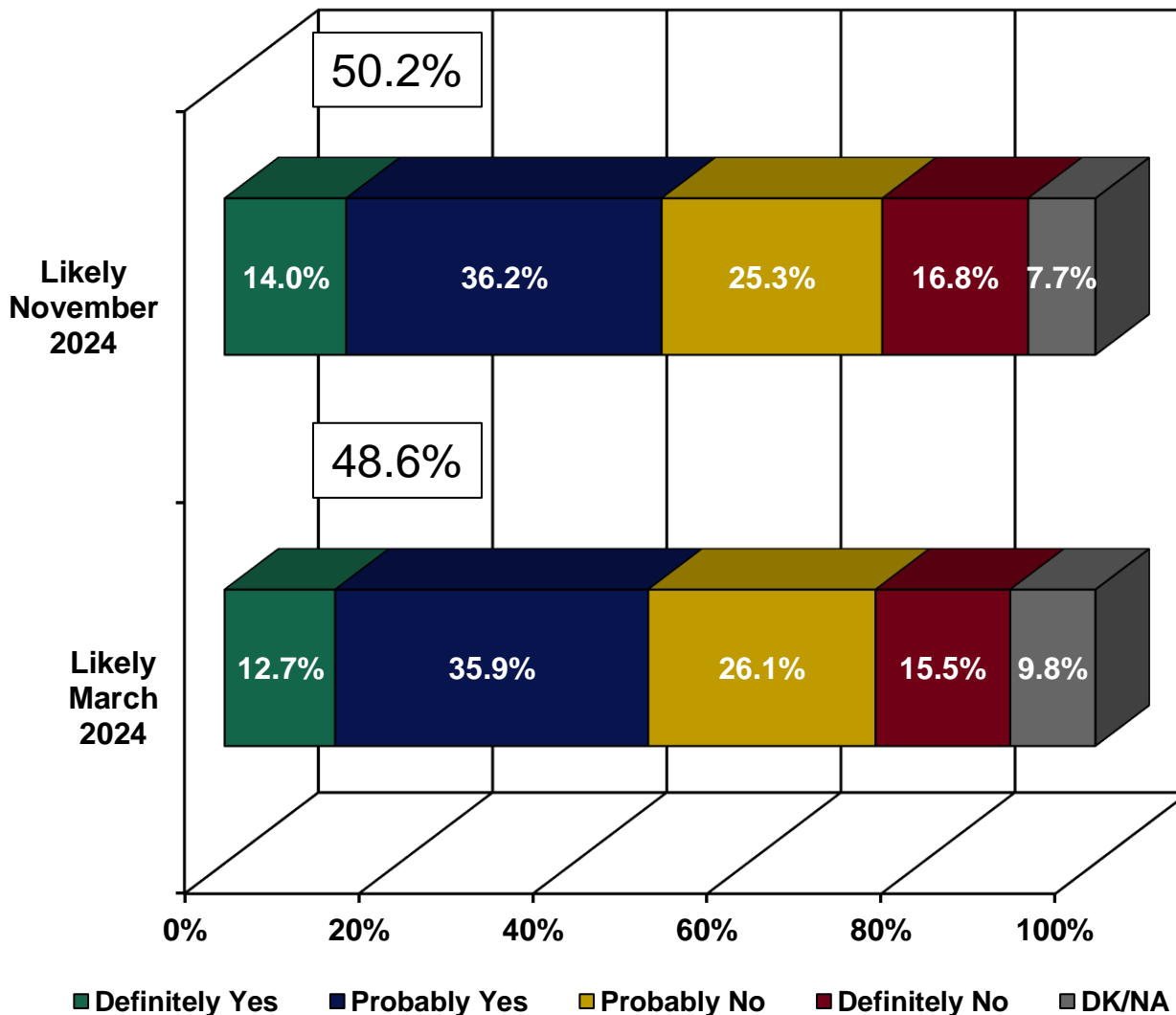
GODBE RESEARCH  
Gain Insight



## Interest in Funding Solutions

# Initial Hypothetical Support for Parcel Measure

## Ballot Question Reviewed By City Attorney

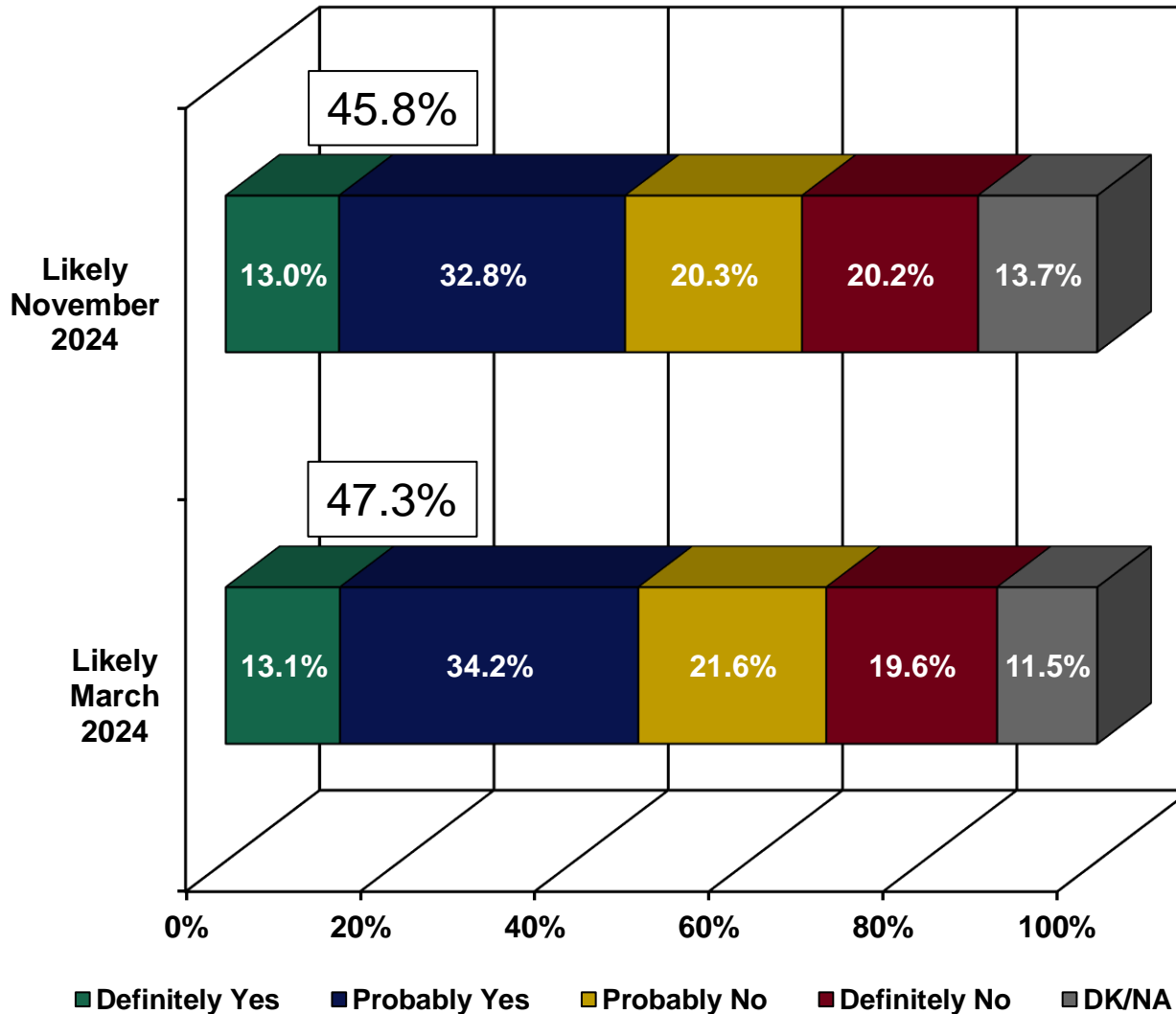


To improve critical public safety services/ facilities, such as:

- updating fire stations to ensure operations during an emergency;
- maintaining neighborhood police patrols;
- providing safe/ secure police facilities;
- meeting seismic safety standards at the police/ fire stations; and
- ensuring back-up power for police operations during storms/ shutdowns;

shall the City of Los Altos measure be adopted establishing a \$275 parcel tax, until ended by voters, providing an additional \$3.1 million dollars annually, that cannot be taken by Sacramento, including citizen oversight?

# Initial Hypothetical Support for UUT Measure Ballot Question Reviewed By City Attorney



To improve public safety services/ facilities, such as:

- updating fire stations to ensure operations during an emergency;
- maintaining neighborhood police patrols;
- providing safe/ secure police facilities;
- meeting seismic standards at police/ fire stations; and
- ensuring police operations back-up power during storms;

shall the City of Los Altos measure be adopted adjusting the existing utility users tax to a 7 percent rate, until ended by voters, providing an additional \$3.1 million dollars annually, that cannot be taken by Sacramento, including oversight?



GODBE RESEARCH  
Gain Insight

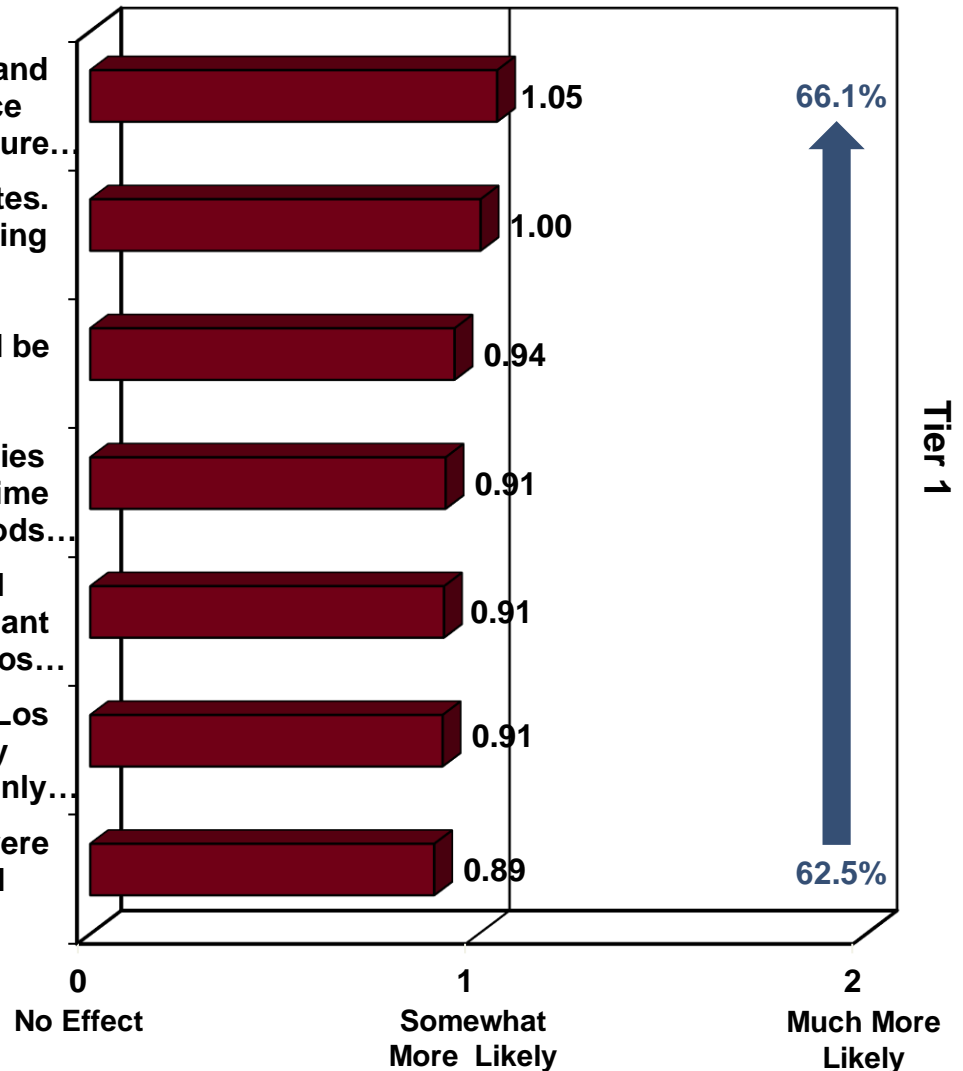


## Impact of Information

# Informational Statements I

- J. For victims of heart attacks, strokes, accidents and other emergencies, seconds can be the difference between life and death. This measure will help ensure...**
- B. Los Altos fire stations have not had adequate updates. This measure will ensure that they are operational during earthquakes, wildfires and storms**
- D. None of the money raised by the measure would be used for City administrator salaries**
- K. The measure will update and maintain police facilities and technology so we can maintain 9-1-1 dispatch, crime fighting and investigation services, keep neighborhoods...**
- E. The measure will give Los Altos control over local funds for local needs - allowing Los Altos to be self-reliant and requiring that our tax dollars are spent for Los Altos...**
- G. This measure will continue the high standards in Los Altos for fiscal accountability and transparency by requiring that any money generated must be spent only...**
- M. The measure will repair and update facilities that were built more than 60 years ago, and only had minimal maintenance**

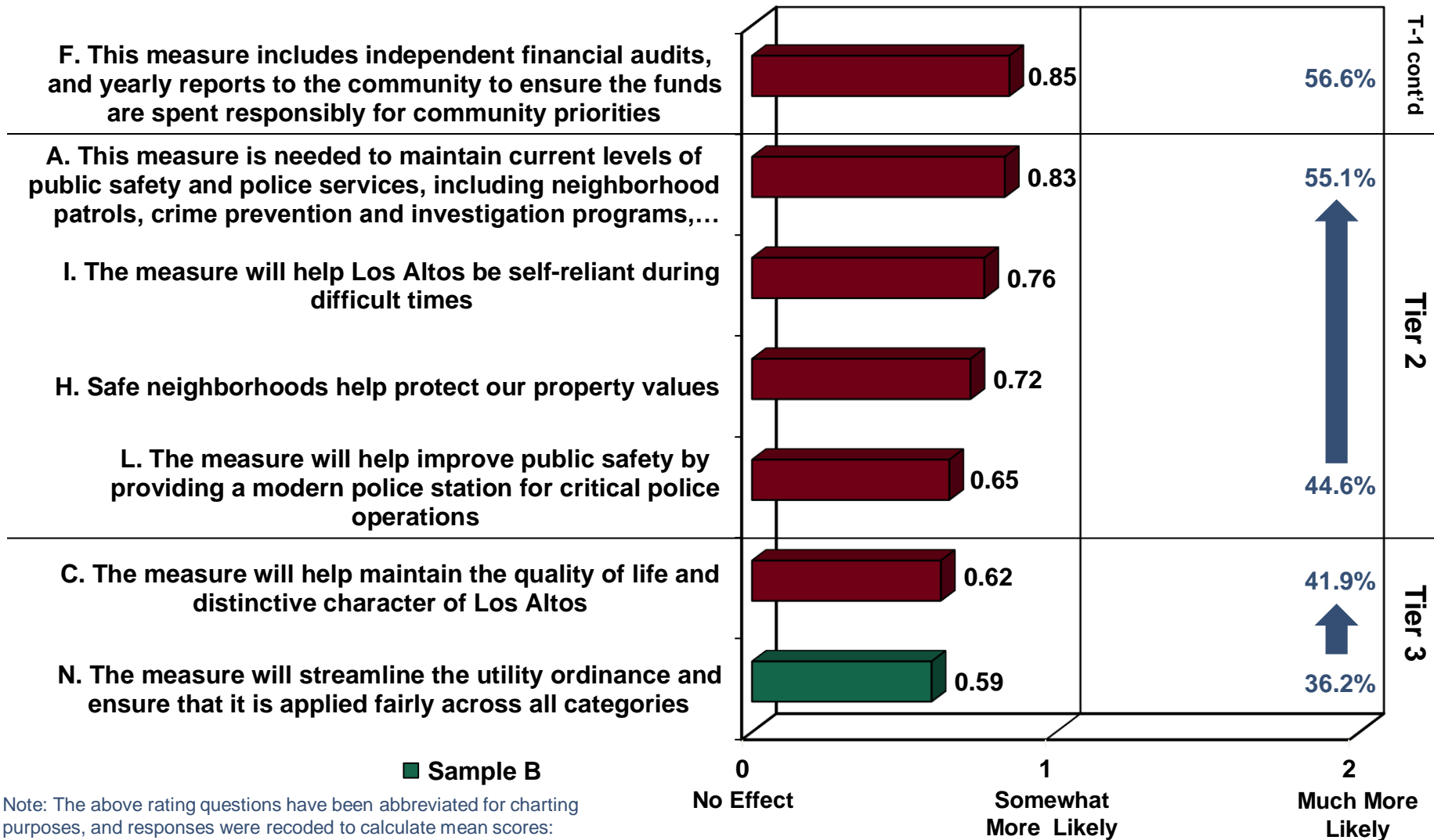
■ Sample B



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

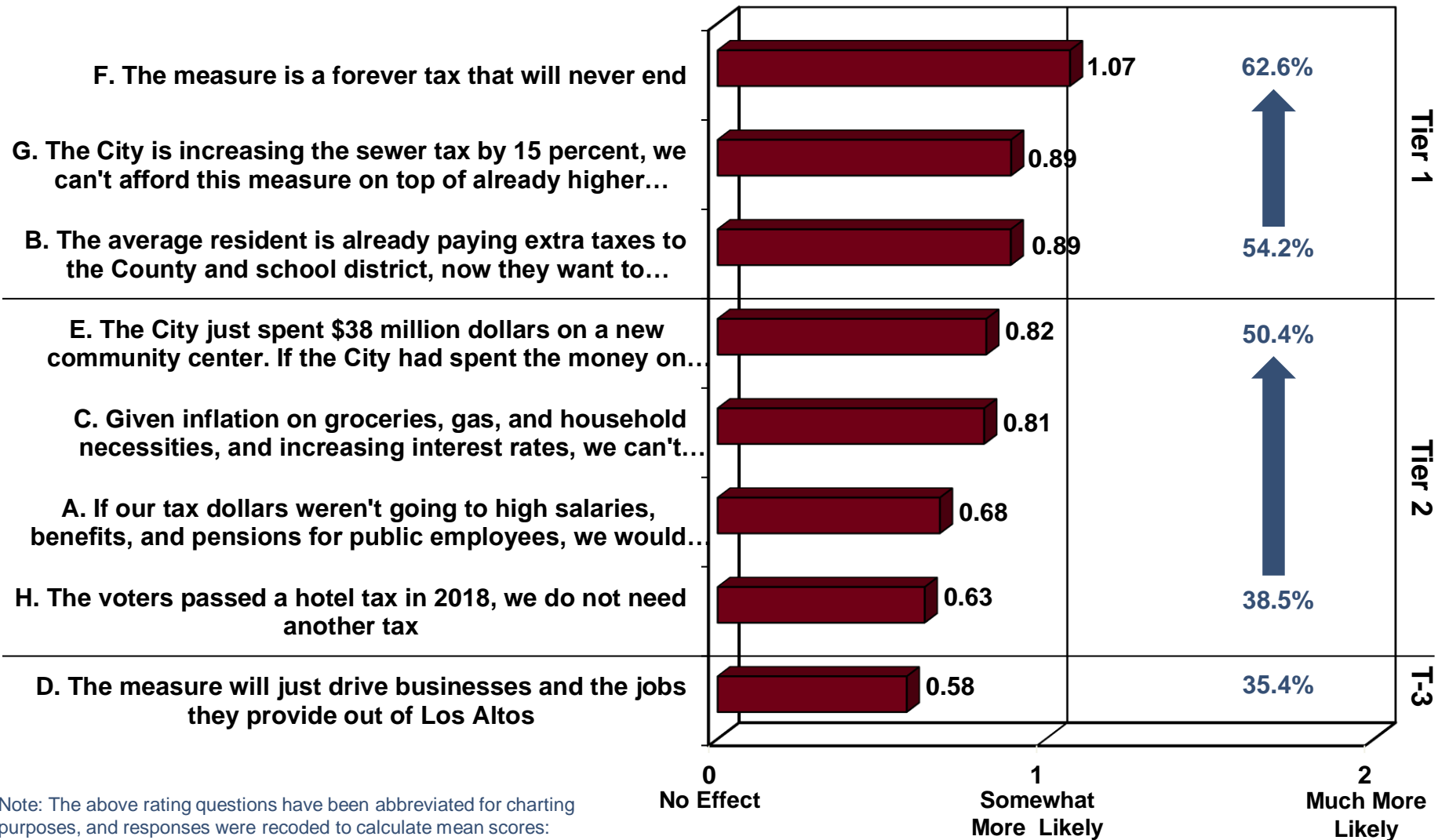


# Informational Statements II



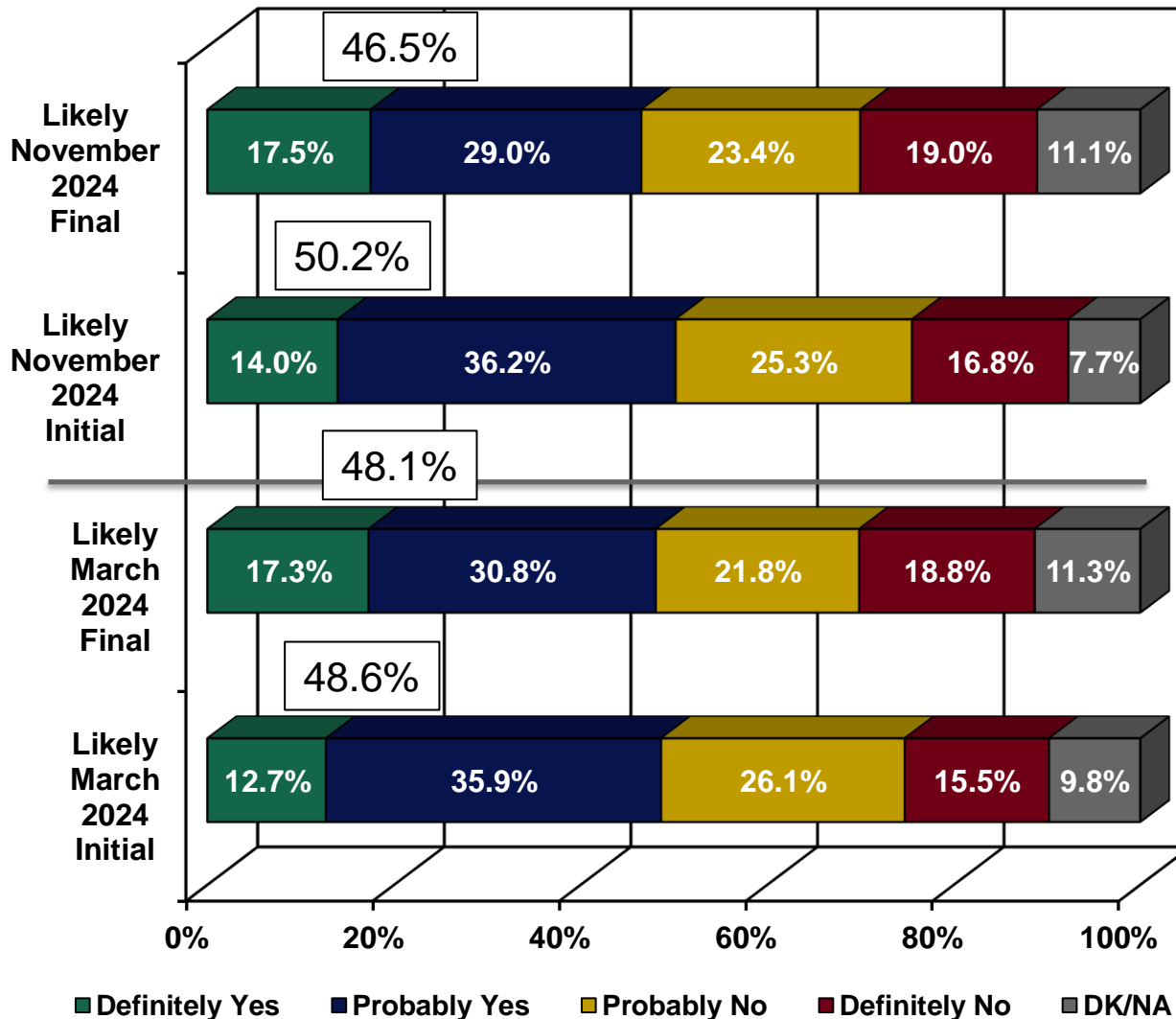
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

# Critical Statements



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

# Informed Hypothetical Support for Parcel Measure Sample A



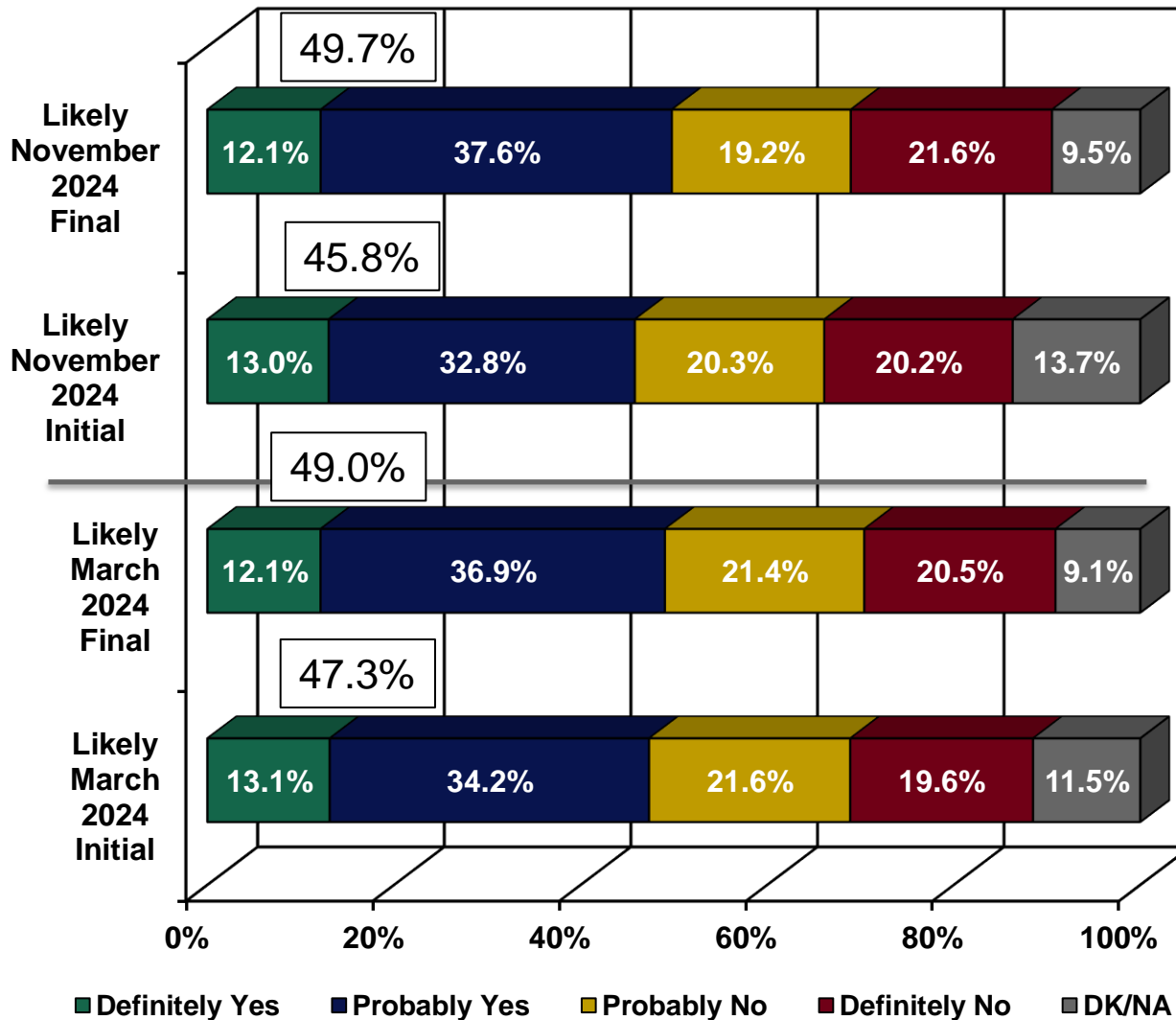
To improve critical public safety services/ facilities, such as:

- updating fire stations to ensure operations during an emergency;
- maintaining neighborhood police patrols;
- providing safe/ secure police facilities;
- meeting seismic safety standards at the police/ fire stations; and
- ensuring back-up power for police operations during storms/ shutdowns;

shall the City of Los Altos measure be adopted establishing a \$275 parcel tax, until ended by voters, providing an additional \$3.1 million dollars annually, that cannot be taken by Sacramento, including citizen oversight?

# Informed Hypothetical Support for UUT Measure

## Sample B



To improve public safety services/ facilities, such as:

- updating fire stations to ensure operations during an emergency;
- maintaining neighborhood police patrols;
- providing safe/ secure police facilities;
- meeting seismic standards at police/ fire stations; and
- ensuring police operations back-up power during storms;

shall the City of Los Altos measure be adopted adjusting the existing utility users tax to a 7 percent rate, until ended by voters, providing an additional \$3.1 million dollars annually, that cannot be taken by Sacramento, including oversight?



**GODBE RESEARCH**  
Gain Insight



[www.godberesearch.com](http://www.godberesearch.com)

California and Corporate Offices  
1220 Howard Avenue, Suite 250  
Burlingame, CA 94010

Nevada Office  
59 Damonte Ranch Parkway, Suite B309  
Reno, NV 89521